



Competitive Environmental Strategy: A Guide To The Changing Business Landscape

By Andrew J. Hoffman

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Hoffman addresses business ethics and the environment. The author presents real examples that show how business managers can focus on the strategic importance of environmental issues and gain competitive advantage.

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Editorial Review

Review

...outstanding, and provides a thorough discussion of the principal issues involved in understanding the implications of environmental issues from a strategic management perspective...a very enjoyable book to read. --Eco-Management and Auditing

...a comprehensive survey of what environmental strategy means for firms that decide to embrace the challenges - and opportunities - associated with the imperative to avoid causing additional environmental damage. --Consulting to Management

...tries to break down the disassociation [between environmental protection and business management] by analyzing a wide variety of case studies through which corporations show that they can be profitable and environmentally protective.

--Environment

About the Author

Andrew J. Hoffman is Professor of Management at Boston University and author of *From Heresy to Dogma* (Jossey-Bass, 1997) and editor of *Global Climate Change* (Jossey-Bass, 1998).

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